



Content That Means Business

Using XML Content Integration Technologies to Maximise e-Business Potential

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Evolution of E-Business

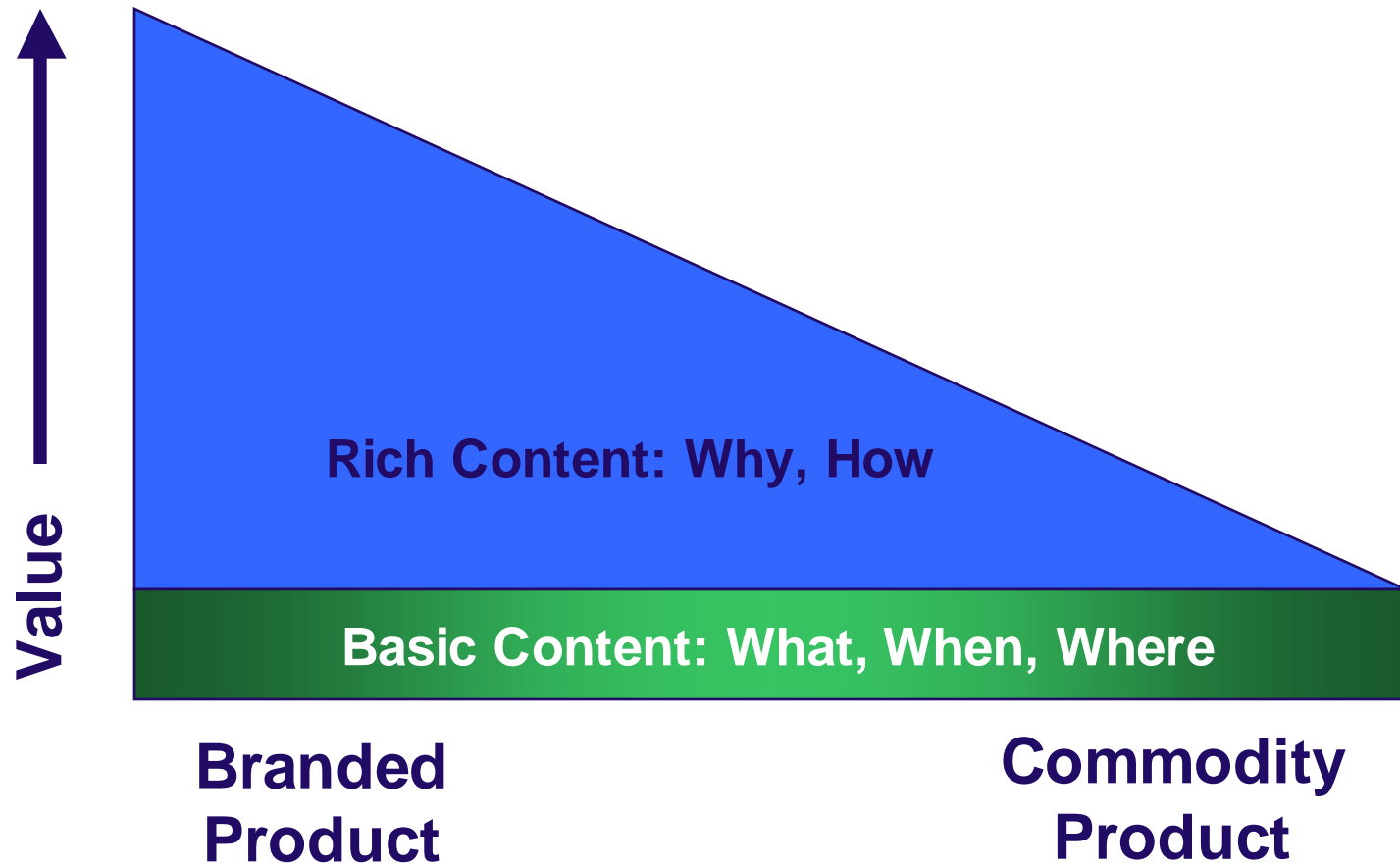


Level	Features	Strategic Value
4. Business Transformation – Channel Exploitation	Supplier Integration; Customer Integration; EDI; Advanced Personalization; ... <i>Content</i>	Higher
3. Business Integration – Channel Development	E-Commerce; Transactions; Communities; Advanced Search; Customer Service	
2. Prospecting – Channel Exploration	Extensive Information; Interactivity; Basic Personalization; Basic Search	
1. Basic Presence – Placeholder in Cyberspace	Company Information; Brochures	Lower

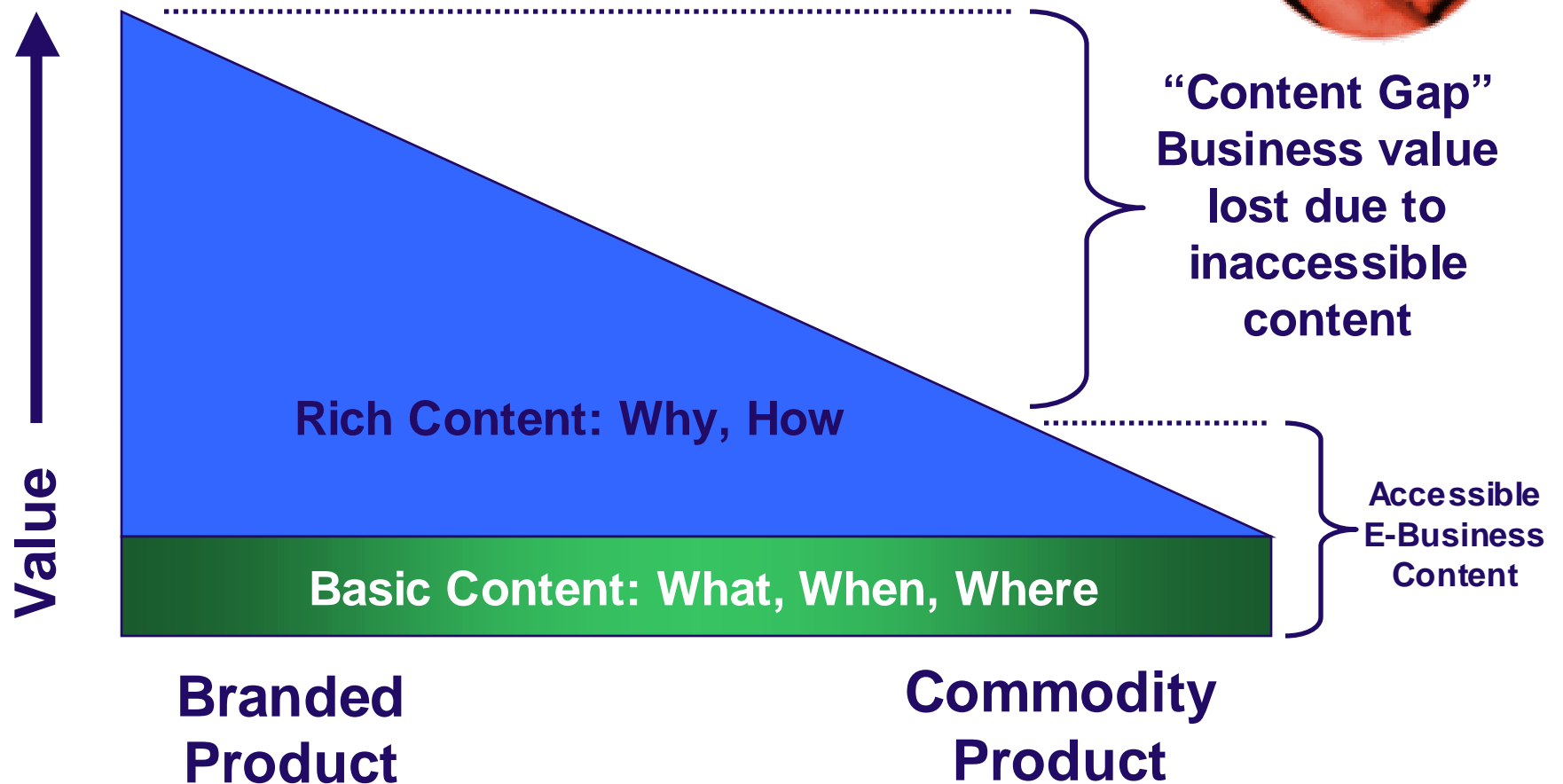
“The risks of improperly managed content increase along with the strategic importance of enterprise sites...”

--GartnerGroup

Business Content



E-Business Content



Content Gap Example



Supporting sales

- Basic content: vendor uses a product configurator to generate custom configurations and prices
- Content gap: Rich marcomm content is not available through the configurator
- Filling the gap: Generate rich marcomm content in Web and PDF formats on-the-fly to match the chosen configuration
- Result: Should generate \$ hundreds of millions in incremental e-commerce sales

Content Gap Example



Service information

- Basic content: Service information available in PDF format
- Content gap: Users fail to find information that relates to their particular product, resulting in expensive live support
- Filling the gap: Provide post-sales service content that dynamically matches a product so that users can find the right information
- Result: Should increase profits by \$ tens of millions due to reduced service load as company grows

Content Gap Example



Finance

- Basic content: Equities per se are commodities; differentiation occurs via research content
- Content gap: Printed research reports available on the web as pdf files but not as personalized content
- Filling the gap: Equities research content that dynamically matches an investor's interests available both in print and on the Web
- Result: Should generate \$ hundreds of millions in incremental securities sales

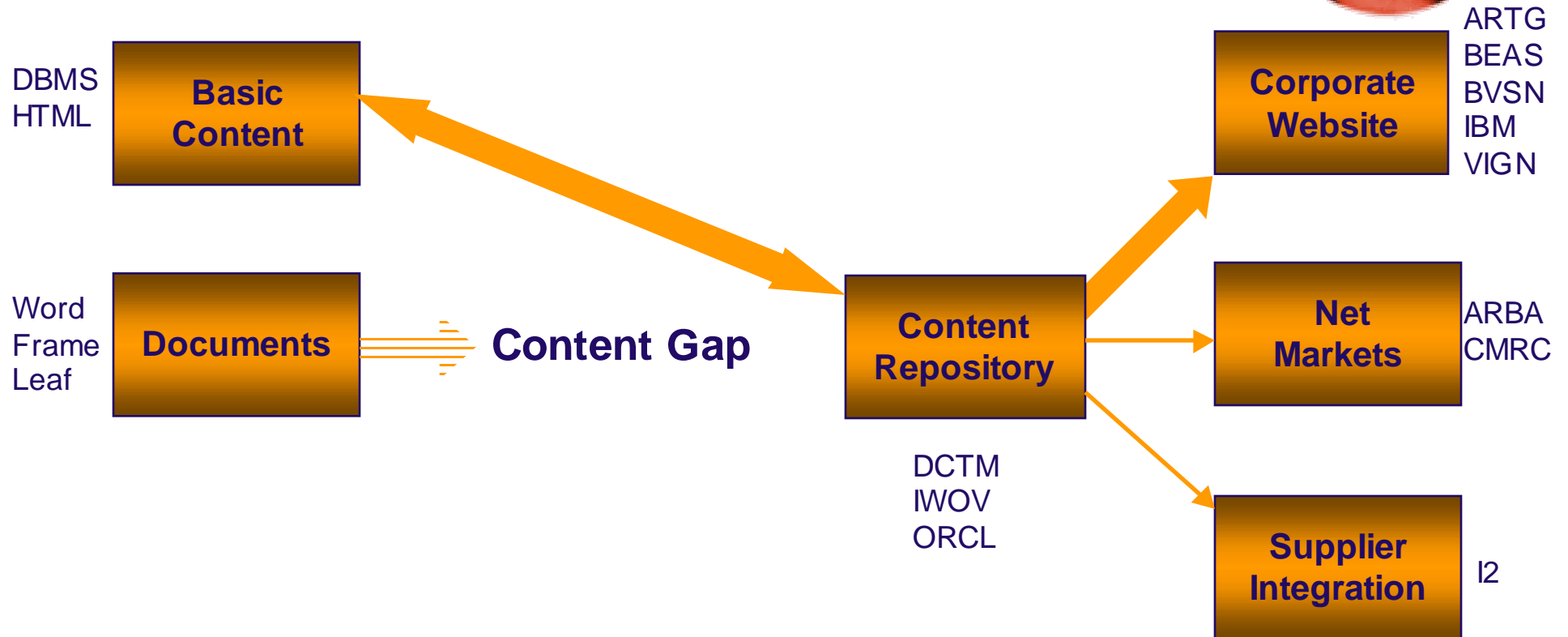
Need for Rich Content



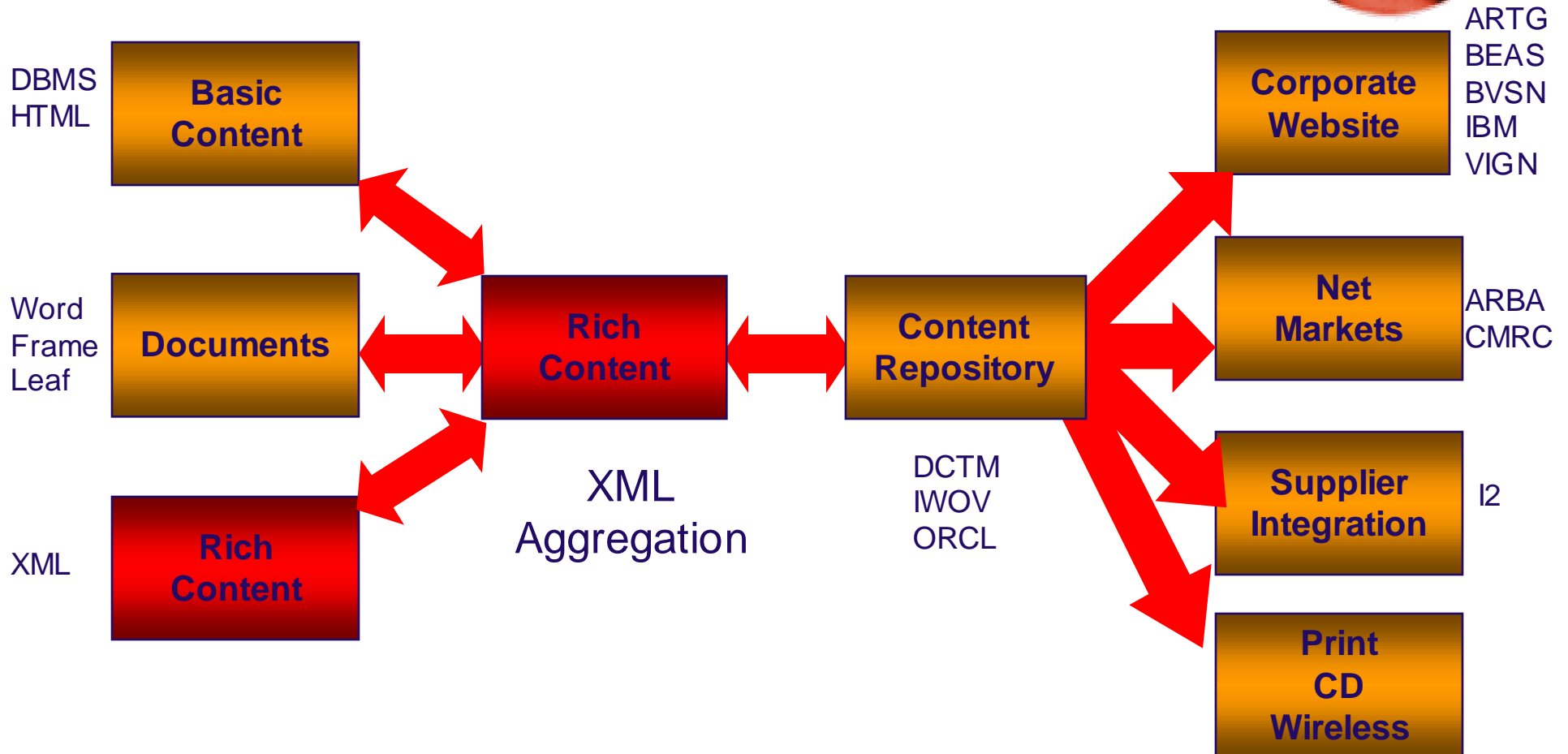
“It’s a nightmare,” said AMR Research analyst Pierre Mitchell. “Suppliers don't have usable content in their back-end systems. Buyers can't make sense of disparate product data coming from all their suppliers.”

- InternetWeek

Content Gap illustrated



Integrating XML and non-XML content



Six Key Business Benefits



1. **Out-market and out-sell your competition with brand differentiation enabled by rich content**
2. **Reduce the costs of your producing your catalogs**
3. **Support all the catalog formats required in your business: Web, wireless, paper, CD**
4. **Deliver catalogs in all the languages and currencies required in your business**
5. **Fully support distributors, resellers with custom content**
6. **Deliver syndicated content at any level of detail when, where, and as needed**

E-Business before rich content



Product Comparison

Title	<u>Optical Mouse - 4 Button w/Scroll Wheel (PS2 & USB)</u>	<u>IntelliMouse Explorer (PS2/USB)</u>
Manufacturer	BELKIN COMPONENTS	MICROSOFT CORPORATION
Price	\$48.95	\$65.95
In Stock?	✓	✓


Product Item	Kensington Mouse-in-a-Box 2-button mouse	Kensington Mouse-in-a-Box USB for iMac	Kensington Internet Mouse
Manufacturer	Kensington Technology	Kensington Technology	Kensington Technology
Computer type	N/A	N/A	N/A
Type of device	N/A	N/A	N/A
Number of buttons	N/A	N/A	N/A
Interface	N/A	N/A	N/A
Bundled software	N/A	N/A	N/A
Warranty	N/A	N/A	N/A


E-Business with rich content



Save Profile

- Profiling
- Currencies
- Features
 - Analog Video
- Format
 - Aperture
- Range
 - Audio Input
- Support
 - Availability
 - Battery
 - Cable(s)
- Included
 - Color Support
 - Device Type
 - Digital Video
- Capture Resolution
 - Digital Video
- Capture Speed
 - Dimensions (WxDxH)
 - Exposure
- Rate
 - Features
 - Flash Range
 - Focus Range
 - Image
 - Interface
- Type
 - Item
- Description
 - Item Name
 - Lens Focal

Add to cart


Add to cart


Our Price:	\$207.76 USD	\$574.95 USD
Retail Price:	\$237.02 USD	\$699.00 USD
Analog Video Format:	Not Specified	NTSC, PAL
Availability:	Usually Ships in 24-48 Hours	Usually Ships in 24-48 Hours
Color Support:	Full 24-bit color (millions of colors)	Color - 24-bit (16.7M colors)
Interface Type:	Not Specified	RS-232/422
Item Description:	PDC700 DIG CAM 1024X768 4MB INT MEM LCD FLASH 4AA BATT CF UPG (manufactured by ACME)	MX-2700 CAMERA 2.3M CCD 8MB SMARTMEDIA LCD LITH-ION BATT FLASH
Memory/Flash Installed (Max):	Built-in electronic flash offers 3 modes: auto, fill-in, off.	8 MB (32 MB) - Flash SmartMedia card
Memory/RAM Installed (Max):	4MB internal memory that stores up to 50 images in XGA mode (up to 90 images in VGA mode)	None
Platform:	Not Machine Specific	Not Machine Specific
Power:	AC adapter	None
Still Image Capture Resolution:	1024 x 768	640 x 480, 1800 x 1200
Still Image Format:	JPEG	JPEG
Thumbnail Image:	siteData/images/pdc700_th.jpg	siteData/images/mx2700_th.jpg
Type:	Peripheral Product	Peripheral Product
Viewfinder:	1.8" LCD monitor/viewfinder enables users to view, replay and delete images	Conventional / integrated 2"

Demonstration



Will show:

Integrating non XML content into an XML repository

Simple XML content creation

Delivering richer catalogue content

Multiple syndications



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www.arbortext.com

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